

## ABSTRACT OF THE DISCLOSURE

In a display device having a pixel array in which a plurality of pixels are arranged two-dimensionally along a first direction and a second direction, each of the pixels includes a pair of electrodes applying a voltage to liquid crystals, respective

5 groups of the pixels arranged along the first direction form a plurality of pixel-rows juxtaposed along the second direction, and respective groups of the pixels arranged along the second direction form a plurality of pixel-columns juxtaposed along the first direction, the present invention repeats a first step for selecting every Y rows of the pixel-rows sequentially along the second direction N-times and applying an image signal

10 to one of the pair of electrodes provided for each one of the pixels belonging to the each Y rows of the pixel-rows as selected, and a second step for selecting every Z rows of the pixel-rows sequentially along the second direction M-times and applying a blanking signal to the one of the pair of electrodes provided for each one of the pixels belonging to the each Z rows of the pixel-rows as selected, alternately while the Y, the N, the Z, and

15 the M are natural numbers satisfying relationship of  $M < N$  and  $Y < N/M \leq Z$ , and another of the pair of electrodes in each of the pixels is kept at a reference voltage; and inverts polarity of the blanking signal supplied to each one of the pixel-columns in regard to the reference voltage to that of the image signal supplied to the each one of the pixel-columns subsequently to the blanking signal, so that horizontal stripes are

20 prevented from appearing in a image displayed by the pixel array.